

BETTERBRAND

Better Living Through Science

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EST. 2019

DOCTOR FORMULATED BY *Dr. Chris* PHARMD



Ordinary Need-State Focused Supplements weren't cutting it... So, we made them Better.

- Faster onset, greater bioavailability and a consistent, repeatable experience
- Easy to understand packaging, transparent approach + focus on education and empowerment
- Premium products at an affordable price



DR. CHRIS JACKSON

CO-FOUNDER
CHIEF SCIENCE OFFICER

*Doctor Of Pharmacy: University of Texas,
Austin.*

*Published Researcher
Army Veteran (Combat Medic, LT)*

Our Story

Betterbrand was founded by two friends while pursuing their Doctoral degrees. (Pharm D / Pharmacist)

Our two founders share a passion for evaluating scientific literature, conducting research, and figuring out ways to help themselves and their families live better through science.

Before founding Betterbrand and earning his Doctorate, Dr. Chris Jackson was an Army Combat Medic, serving 2 Tours in Iraq. He subsequently attended Officer Candidate School and was direct commissioned a 2LT. Our name comes from an old battlefield medicine adage: "The worst enemy of good, is better." Why settle for **good** when you can do/have **better**... thus, a "better brand" for your health was born

Each of our products starts with a worthy cause, whether it is ensuring we support every breath of our loved ones, working more efficiently, maintaining a healthy immune system, getting more restful sleep, or generally improving day-to-day life. This is an iterative process that begins with a need state and end with a functional product to live better through science.

Portfolio

BetterFocus

- Supports mental stamina & alertness
- Great for big workdays, long projects, study sessions, or general focus

BetterLungs

- Supports respiratory health and natural immunity
- Formulated for athletes, smokers, and individuals' conscious of their respiratory health

BetterMorning

- Minimizes headaches, nausea, and liver toxins from alcohol
- Replaces nutrients drained by alcohol to help you feel better in the morning

BetterMood Available Q4, 2021

- Calms the mind, relieves stress, and elevates your mood
- Includes Ashwagandha and Rhodiola to help you deal with stress + Vitamin D to support “uplifting” neurotransmitters like serotonin

BetterSleep Available January 2022

- Helps you fall asleep faster & wake up refreshed
- Contains the scientifically proven dose of melatonin that helps jumpstart sleep without the grogginess tomorrow morning



Corporate Citizenship

TRANSPARENCY

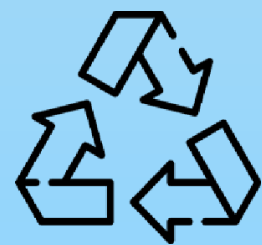


We're working with **HealthLoq** to allow customers to learn everything about our products — including the growing and harvesting of the plants, the extraction and manufacturing process, distribution, and more — by simply scanning the barcode with their phone.



All our products are analyzed and tested by **Eurofins Scientific**. Our Certificates of Analysis is publicly available and housed on our website.

RECYCLABILITY



Our bottles are **PETE 1** and aluminum and therefore are accepted by all recycling programs across North America and Europe. We encourage recycling on our website and assist consumers in locating their local recycling centers

We have also eliminated the use of all secondary and external packaging.

ENVIRONMENTAL RESPONSIBILITY



We are a proud member of **1% for the Planet** and donate 1% of our annual profit to third-party-verified environmental charities.

